



**ANNUAL
REPORT
2021**

colorado
waterwise

GROWING AND SHARING

Just as in previous years, Colorado WaterWise spent 2021 working hard to continue to provide you, our members, with innovative solutions to achieving a more sustainable water future for Colorado.

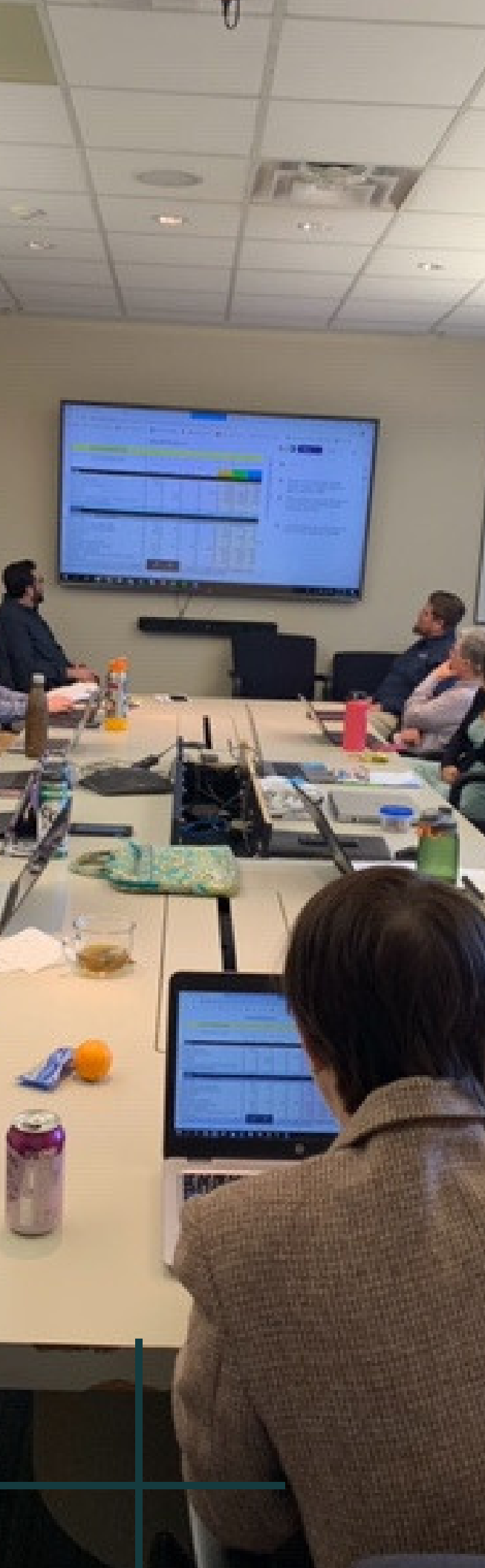
In October, we offered our first-ever hybrid Annual Water Conservation Symposium. As COVID-19 cases fluctuated, so did the varying travel and meeting restrictions of our members. With presentations lined up to explore Urban Agriculture and Community Gardening, Water Efficiency for Businesses, Professional Landscaper Certification and more, we wanted to make sure whomever wanted to attend the symposium, could! It was exciting to improve accessibility of the event throughout Colorado and beyond.

We thank you for another great year of information sharing, collaboration, and engagement. We look forward to another exciting year as we navigate the ever-evolving world of water amidst drought conditions, policy changes and innovative solutions being introduced every single day!

Thank you for your interest in and support of Colorado WaterWise.

Diana Denwood and Katie Helm

2021 Colorado WaterWise Co-Chairs



Mission

Addressing the state's water challenges by improving water efficiency through diverse community connections, innovative solutions and valuable member resources

Core Principles

Leadership: We empower Colorado to be a leader in water efficiency.

Collaboration: We nurture collaboration in the water community.

Education: We raise awareness of the importance of water for today and tomorrow.

Innovation: We build and share resources.

Stewardship: We foster the next generation of water stewards.

2021 PROGRAMS

HYBRID ANNUAL SYMPOSIUM

We were happy to see so many wonderful friends, colleagues and new Colorado WaterWise members at our first ever hybrid Water Conservation Symposium. We had over 100 attendees joining either in-person or virtually to learn more about water issues across Colorado and the West.

We were also excited to introduce the new Colorado Water Stewardship recognition program. This program provides water professionals across Colorado with recognition for their growth and participation in various programs within the water industry.

Northern Water was recognized with this year's Gardener Award for the utility's efforts to promote water conservation throughout Northern Colorado.



SESSION TOPICS INCLUDED:

- Shifting the Landscape: Urban Agriculture and Community Gardening
- Landscape Contractor Certification Update
- Updates from the 2020 State of Urban Water Conservation Study
- What works in Business Water Efficiency?
- Need funds for your next great project? Grants and Funding Opportunities Overview

Colorado WaterWise members can access recordings on the website.

2021 PROGRAMS

EDUCATIONAL EVENTS

These free events provide information sharing and networking opportunities for members and non-members during the year. Recordings of presentations are available to Colorado WaterWise members on coloradowaterwise.org in the Resources section.

While COVID-19 prevented us from meeting in person, we were still able to host four well-attended, virtual events.

Topics included:



How to Plan for Climate Extremes and Increase Resiliency with Green Infrastructure



Climate Extremes and Resiliency: Putting the 2021 Colorado Drought in Perspective



Next-Gen Water & Land Use Planning Techniques

Colorado Stormwater Symposium Session 1: Fire Impacts on Water Quality (Co-sponsored Webinar with Colorado Stormwater Center)

**350+
REGISTRATIONS**



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FOUR ARTICLE-PACKED NEWSLETTERS

We covered a plethora of topics!

Diversity, Equity and Inclusion

Colorado Water Loss Initiative

Plant Select

Lakewood Apartment Complex Case Study

Colorado Native Landscaping Coalition

Colorado Watershed Assembly

Funding water initiatives with sports betting

Snow data collection

Native Americans and Water Challenges

Conservation AMI User Group

Northern Water Grant Program

Colorado's Water Plan

Terry Ranch: Storage Goes Underground

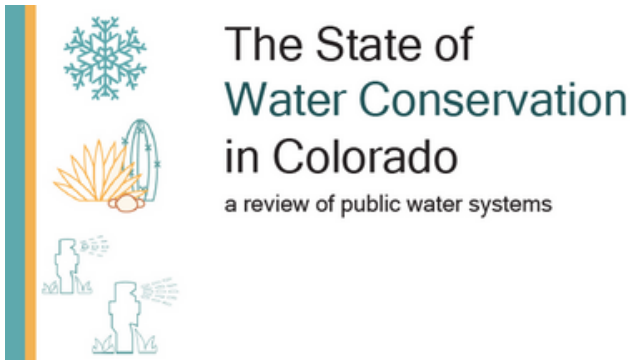
Bittersweet Park Turf Conversion Project

Boss Defrost product

2021 PROGRAMS

DATA AND TOOLS

The Data and Tools committee was hard at work throughout 2021 focused on three initiatives noted below.



This report combines public water system data available from the State of Colorado with data collected through a new survey. Through these data, we explored how frequently conservation programs are implemented; which programs are believed to be the most successful; the most pressing needs of the water conservation community; and how conservation program effectiveness is being measured. The findings and recommendations are intended to benefit water providers, the State, local governments, and water conservation organizations. The report was published by Colorado WaterWise in Q1 2022. Visit the Colorado WaterWise website to read the [full report and the executive summary](#).

Irrigation Audit App Pilot:

Members of the data and tools committee (including Greeley, Fort Collins, Thornton, Castle Rock, Colorado Springs, and ET Irrigation) piloted two irrigation audit apps in the summer of 2021. The purpose of the pilot was to determine whether a single irrigation audit app could serve the needs of all Colorado WaterWise members. One app was developed by Greeley for iOS and Android operating systems. The second app was developed by ET Irrigation using GoCanvas. While the pilot project was successful inasmuch as the participants were able to successfully use the apps for their irrigation programs, no single app served the needs of all participants.

2021 PROGRAMS

DATA AND TOOLS, CON'T

Guidebook of Best Practices for Municipal Water Conservation in Colorado

Colorado WaterWise initiated a project to update the 2010 guidebook to achieve four project objectives:

1. Refresh the guidebook to represent the current state of best practices, including new resources and case studies, as well as emerging practices and technologies.
2. Use diverse and representative stakeholder engagement to garner subject matter expertise and hear directly from water utilities about their needs.
3. Employ systems thinking to emphasize the connections between water conservation and other utility and government services, as well as broader energy and climate connections.
4. Innovate on the guidebook delivery to include an interactive website and case studies that are updated on a more frequent basis.

Colorado WaterWise issued a Request for Proposals and selected a consultant team led by Peter Mayer of WaterDM. Colorado WaterWise and the consultant team worked together to submit grant applications to the Colorado Water Conservation Board and the Colorado River Water Conservation District. Colorado WaterWise learned in 2022 that both grants were fully awarded. The project is expected to kick off in summer 2022 and be completed by the end of 2023.

2021 PROGRAMS

LIVE LIKE YOU LOVE IT



PROFESSIONALLY DESIGNED PUBLIC COMMUNICATION TOOLKIT

- 11+ Fact Sheets
- 3+ Ads
- 60+ Icon Graphics Library
- 25+ Social Media posts and images
- 3+ Bill Inserts
- 3+ Templates
- Plus many more resources

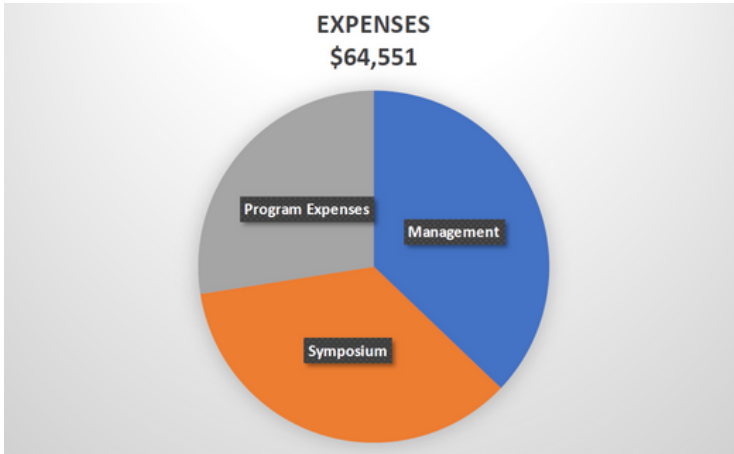
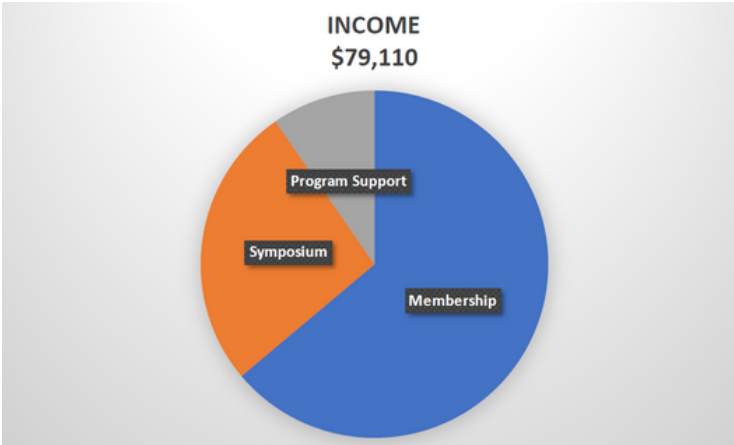


Learn more at
LoveColoradoWater.org

COLORADO WATERWISE FINANCIAL OVERVIEW

Colorado WaterWise gains all their operating funds through annual membership and the Annual Symposium event. As a small non-profit, we are able to keep expenses low allowing us to do even more with our member driven income.

Colorado WaterWise utilizes a savings account for reserve funds with Clean Energy Credit Union. This account allows Colorado WaterWise to align our reserve funds and overall finances even closer with our Core Principles. Clean Energy Credit Union is able to use these deposits to extend low-interest lines of credit to those interested in borrowing to make clean energy upgrades including solar, building envelope upgrades, and even purchasing electric vehicles and bikes



2021 BOARD MEMBERS THANK YOU!

Lance Ackerman, Colorado Spring Utilities

Brad Brady, Yearout Energy

Courtney Black, INTERA

Diana Denwood, Aurora Water

Don Drews, Courageous Marketing

Katie Helm, City of Fountain

Tyler Kesler, Town of Erie

Lyndsey Lucia, Northern Water

Eric Olson, Fort Collins Utilities

Ruth Quade, City of Greeley

Alyssa Quinn, Platte Canyon Water & Sanitation

Matthew (Quint) Redmond, Agriburbia

Thomas Riggle, Centennial Water

Lindsay Rogers, Western Resource Advocates

Amy Volckens, Brendle Group

Laura Wing, Thornton Water

COLORADO WATERWISE THANK YOU MEMBERS!

Large Utility Members

Aurora Water • Centennial Water and Sanitation • City of Fort Collins • City of Fountain • City of Greeley • Colorado Springs Utilities • City of Longmont • City of Thornton • Loveland Water and Power • Northern Water • Parker Water and Sanitation

Medium Utility Members

City of Golden • Town of Castle Rock • East Cherry Creek Valley • Town of Frederick • Platte Canyon Water & Sanitation • Pueblo West Metropolitan District • Roxborough Water and Sanitation • South Adams County Water and Sanitation • Southwest Metropolitan District

Small Utility Members

Bancroft-Clover Water & Sanitation • Town of Breckenridge • City of Cortez • Eagle River Water & Sanitation District • City of Evans • Inverness Water and Sanitation • Little Thompson Water District • South Metro Water Supply Authority • Town of Monument • Willows Water District

COLORADO WATERWISE THANK YOU MEMBERS!

Industry Members

AIQUEOUS • ALCC • Cavanaugh & Associates • ConserveTrack
• Iconergy • Inman Interwest • Rain Bird • Water Systems
Optimization • Metron-Farnier • WaterSmart

Basic Members

AgriBurbia • Alliance for Water Efficiency • AquaSan Network •
Brendle Group • City of Brighton • City of Westminster •
Colorado Stormwater Center • Colorado Water Center •
Consilium Design • Courageous Marketing • Headwaters
Institute • INTERA • ReMax Alliance • Resource Central •
Water Demand Management • WaterNow Alliance • Western
Resource Advocates • Yearout Energy Services

*Thank
you!*

Find current news and events
and find out about membership
at coloradowaterwise.org.
Colorado WaterWise is a non-
profit, 501(c)3 organization.



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